THE PIZZA TIMES

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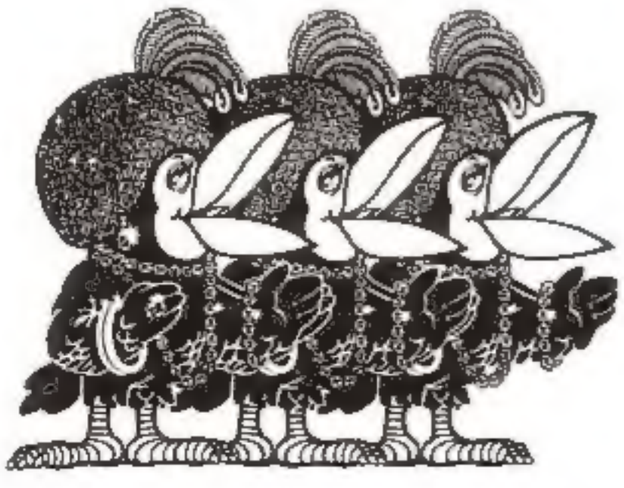
La Habra, Ogden next to open

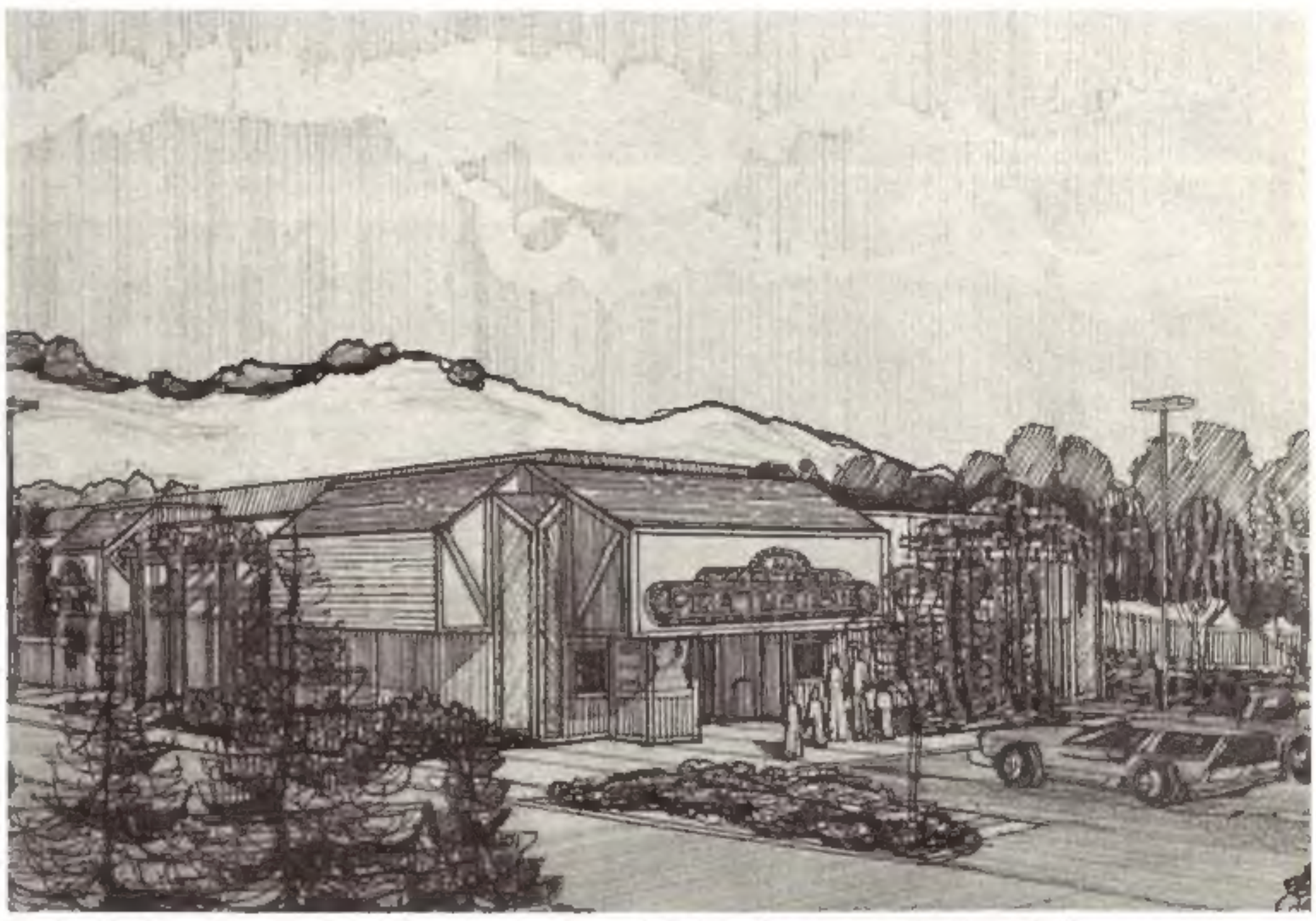
Because we're growing so rapidly, there will be at least two store openings per month beginning in June. Southern California locations presently under construction include La Habra, which will open any day now; Simi Valley, planned for August; and Covina scheduled for August—all company-owned.

Among franchisees, the next openings will be May 17th in Ogden, Utah; June 28th in Fresno, California; July 7th in Sun Valley, California; and July 15th in Tucson, Arizona. Work will begin sometime next month on franchises in Santa Rosa and Sunnyvale, California.

"Name this Newsletter" contest winners

Congratulations to Concord Assistant Manager**Sheri Walther,** Florin's **Jani Leonard** and Stores Lead **Randy Eaton** of Corporate, who split the cash prize for naming this newsletter. All three suggested "The Pizza Times." Our thanks to the rest of you who took time to submit an entry.





Here's what Pizza Time Theatres nationwide are going to look like when they are "built to suit."

San Ramon store being built to our own design

Chuck E. Cheese and the Pizza Time Players starred at a Ground Breaking Party held St. Patrick's Day in San Ramon, California. The new one-story, free-standing building, which will be ready about August 15, is the first to be built to Pizza Time's own design. Located at 1901 San Ramon Valley Road in Contra Costa County, it will seat 350 in an area of 9,600 square feet.

The Pizza Time Theatre concept was designed for us by Martin Garfinkel, AIA, of Palo Alto with site adaptation and exterior treatment for the San Ramon location by Davis/Rica & Makrakis, AIA, of Pleasant Hill. In this new design, to be used nationwide as we expand into other states, there will be a dining room-theatre, two guest star lounges, space for 85 games, kitchen, storage, office, General Store and restrooms.

"The San Ramon store will be a prototype for others to be built later this year," explained Bill Rupp, Director of Real Estate. "The developer is D & M Development Company of Pleasant Hill with the Hoffmann Company of Concord as general contractor. The particular parcel of land we're using is part of a larger project, packaged by San Ramon Associates, which will include two office buildings."

Prior to the creation of this new building design, all Pizza Time Theatres were either built to fit a shell within a new shopping complex or remodeled from an existing building.

SPARKS AND CITRUS HEIGHTS OPEN WITH A FLOURISH

(Top to bottom): Sparks Mayor Ron Player was among the first Nevadans to greet Chuck E. when he arrived in that state. Player said, "We're delighted to have Pizza Time join the Sparks scene. Our city is growing at a phenomenal rate and this is a great addition.". . .Sparks Co-Owner **Gene Finnigan** of San Jose with his two Marinas. Gene's the contractor who's built four of our stores (including his own franchise in Sparks). It must be every child's dream to have a dad who owns a Pizza Time Theatre! . . . Part of the crowd welcoming Chuck E. to Sparks were (left to right) **Stephanie Joslyn**, Owner-Manager **Gary Harwin, Lisa Boitano** and**Donna Prather.** . .Guests at the Citrus Heights Grand Opening Party were youngsters from the Sacramento Receiving Home and Sacramento and Citrus Heights Little Miss Pageant winners. Here's Chuck E. pretending to be Bert Parks as he "crowned" Miss Petite Teen Denise Bean of Citrus Heights, while Miss Preteen Susan Sullivan of Citrus Heights looked on. . . Robin Hood Eric Fogelman of Folsom tweaked Chuck E.'s nose from atop the ferris wheel during the party. . . Leading off festivities was a Cheese Cutting Ceremony with the big guy himself, Manager **Dave Wright**, Past President of the Citrus Heights Chamber Diane Hazelroth and Chamber Executive Director Leo Pappas. District Manager **Roger Berke** did yeoman's duty chaufeurring pizzas from Florin because the new store's gas wasn't on yet.

Seen (above left) throwing their hats in the ring are graduates of the second Management Training Course: (left to right) Fresno's *Tom Warmshius*, Training Director *Bob Coltrane*, Pasqually, Ogden's *Brad Garner*, Tucson's *Steve Powers* and Winchester's *Larry Hause*.

What does our Illustrious Leader do when he isn't planning the future of PTT? *Nolan Bushnell* (seen above center at Sparks Grand Opening) loves to play Asteroids. He's hard to beat, has one of the games in his home, but when does he find time to practice?

Meet Artie Antlers (above right), the world-acclaimed player of boogie woogie piano, now appearing at Kooser, Concord and Florin Mall. Soon to be in Huntington Beach, Stockton and Citrus Heights. He replaces Dolli Dimples, who's taking a well-earned vacation.

Group tours, photo promotion big successes

More than 6,100 customers had their picture taken with Chuck E. during February's very popular Photo Promotion. It paid off, since that month showed the best sales in the company's history. The leader was Huntington Beach, where they took 1,450 snapshots. Congratulations to **Dave Zitney** and his gang for a job well-done.

Another very successful promotion has been our on-going Group Tours. To date, 4,500 elementary school children have visited our stores to make an educational tour of the kitchen, dining room-theatre and game area. In addition to seeing how pizza is made, which they later get to eat, the youngsters have a chance to pour their own soft drinks from the fountain and peek inside the massive walk-in refrigerators, large mixing bowls and mammoth ovens. For the finale, each gets to play a game and meet Chuck E. Cheese in person.

Leading the number of tours taken is Concord, under the able direction of Assistant Manager **Sheri Walther.**

Who's that?

Ask **Gene Landrum** about his four-year-old daughter's skiing ability and he just beams. Tammy must have inherited her dad's athletic ability because Gene, in addition to being an expert skiier, is also one of the state's top-ranked racquetball players.

Landrum holds a B.A. from Tulane University and studied for his M.B.A. at West Virginia University. He began his sales and marketing career with Singer-Friden and, prior to joining PTT in

1972, was General Manager for the Consumer Products Division of National Semiconductor.

Gene is responsible for the day-to-day operation of all the company-owned stores. It's a job for which he had good training because, as Pizza Time's first employee, he was responsible for the first store opening, as well as being the creator of many of our kooky concepts—the Cheese Crawl, Munch's Madhouse, Dolli Dimples Cabaret, to name but a few.

Gene lives with his wife, Linda, and daughter in Cupertino, CA.

Have you heard 'bout?

- Chuck E. Cheese giving up smoking during the recent nationwide "Great American Smoke-Out"? His ever-present cigar is no more.
- The new characters under development in our Apple Valley Creative Studio? They're the Beagles, four hounds who play music originally recorded by guess who?
- Pizza Time Theatre being featured on PBS June 16th on "Ben Wattenburg's 1980"? The television camera crew visited Corporate a few months back to shoot footage for the show.

Corporate move

Corporate moved from Cupertino to nearby Sunnyvale. Moving Day was really Moving Week from the time the first boxes were packed until the last carton was emptied. Pizza Time Theatre is the very first occupant of an attractive new one-story building in Moffett Industrial Park, 1213 Innsbruck Drive, Sunnyvale, CA 94086. The new phone number is (408) 745-6051.

What's new In games

Games Administration Manager **Inda Trinwith** tells "The Times" that she and **Bob Lundquist** have been looking at several new games for possible purchase. Among those introduced at the recent Games Convention in New Orleans were Space Zap, Galaxian, Rip Off and an upright version of Monaco Grand Prix. New games, when they arrive, will be filtered into older stores replacing older games, while duplicates of existing games will be ordered for new stores.

According to Inda, the three favorites in our stores are Asteroids, Tailgunner II and Space Invaders. Starfire and Monaco Grand Prix run a close fourth. "When it comes to the very little kids, they prefer the Chuck E. carrousel and ferris wheel, the Kiddie Grand Prix and our new helium balloon machine."

What's a good return for a game? Inda says, "Before they brought out Space Invaders, everyone thought a consistent $175 to $200 a week was a good earning, but Space Invaders and Asteroids changed all that and now people in the games business want everything to make $400 a week. This is certainly presenting a challenge for game manufacturers!"

San Ramon Ground Breaking and Fullerton Grand Opening within days of each other

(Photos top to bottom) Pasqually and Chuck E. led the boys and girls in a game of Ring-Around-The-Rosy during St. Patrick's Day Ground Breaking in San Ramon. Store will be ready in August. . .Chuck E. and his small friends devoured some 25 large pizzas (from Concord) during the afternoon. Here's the Great Pizza Cutting Ceremony with many interested (hungry?) onlookers. . . Director of Marketing **Pat Saign,** assisted by Director of Real Estate **Bill Rupp** and the youngest of his three daughters, put up the "Coming Soon" sign. Rupp and his family are residents of San Ramon . . . Arriving at Orange County Airport aboard an Air California plane, Chuck E. created quite a stir among passengers and crew . . .Fullerton Manager **Richard Roop** and Former Fullerton Mayor/City Councilman Dwayne Winters accepted the first pizza from the rascally rodent. Mayor Winters and driver met Chuck E. at the airport with a limousine to take him to his new home in Fullerton . . .When word got around that Chuck E. had arrived, everyone came outside to greet him.

STARRING THE STORES

Citrus Heights

Sacramento's Channel 40 did a "Newsplus at 10" feature on our Cyberamics system the week we opened . . Chuck E. was seen on camera during pre-event television coverage of the big United Cerebral Palsy Telethon. The next week during the actual telecast he was seen again handing out Chuck E. Bucks to volunteers on the telephones. . .Assistant Manager **Lorraine Plummer** was so excited our store was chosen for filming Pizza Time Theatre's new tv commercials, she went out and had her hair done. Too bad the camera arrived with its own talent and Lorraine lost her bid for stardom. Former TV personality Bob Wilkins of "Captain Cosmic" and "Creature Features" fame heads his own advertising agency, which produced the spots. They were taped over two days in Citrus Heights and Concord.

Kooser

Laurelwood PTA held a day-long fund raiser, which CEC attended. We gave them pizza passes for raffle prizes and the Chairman later wrote to say "thanks" and report they'd raised $4,000 for the school. . . Have you heard about the Safeway Bakery in Saratoga-Sunnyvale Roads that makes Chuck E. birthday cakes to order? Would say our mascot has finally made the big time when he has cakes made for him. . .We're the first store to get the new dining room staging with all the characters on one wall on a stage. Chuck E. and his pals have hopped aboard the "Showboat," which is the title of their new show. After a few weeks Kehr Research of Milpitas will conduct an in-store survey to get people's reactions and, if they're as excited about the new staging as we are, it will be used for all new installations. . .**Mike Berkeland** and **Tony Welch** hiked 20 miles in the big March of Dimes Walk-A-Thon. Both guys got sponsors who paid by the mile to raise money for birth defects. Tony escorted Mike, who dressed as You-Know-Who. It's the second time Mike has gone the distance dressed in the suit to raise money for charity. Both are to be commended. Incidentally, Mike's brother Rob, drove his van alongside the pair to provide rest stops.

Corporate

In Accounting **Michelle Monahan** is showing off a beautiful diamond ring and making plans for a summer wedding, while **Kathleen McIntyre** reports she won fourth prize inthe Santa Clara Backgammon Tournament held at a local rec center. . . Marketing's **Pat Saign** just ran his fifth Marathon. . .Bet you didn't know there really is a Chuck E. Cheese, a live mouse that was captured with peanut butter in the old Corporate office building on Bernardo. For some two years he lived in a cage in Personnel Director **Nancy Da Vita's** office, but when we moved again to Innsbruck, she sent the mascot home to live with **Roberta Zeh, Joe Keenan's** secretary. According to Roberta, she has had pet rats and mice ever since high school. . . Director of Store Operations **Jerry Kenney** "captains" the Corporate softball team, "The Big Cheeses." They do battle in a Sunnyvale Slow Pitch League. Good luck to the slugging "Pizza Time Players."

Concord

We surprised Manager **Rob Schmidt** on his 24th birthday with a cake shaped like his beloved motorcycle. . .Two who are newly engaged and planning summer weddings (after college graduation) are **Chris Cellini** and **Tami Pierce**. . . During Willows Whale Week approximately 1,500 school children saw films about the great mammals, watched demonstrations, etc., in the Willows Children's Theatre, then were given Chuck E. Bucks by CEC. This annual promotion in the Center is now one of the community's most popular events.

This happy group was snapped at Concord's Grand Opening just a year ago. (They will be celebrating their first anniversary between May 27th and 30th.) Left to right and top to bottom: *Dave Zitney*, then Assistant, now Huntington Beach Manager; *Sheri Walther*, Concord Assistant; *Scott Nelson*, then Assistant, recently named Manager of Florin Mall and *Rob Schmidt*, Concord's Manager. By the way, Scott, who's twenty-one, is our youngest manager.

Huntington Beach

A private employee celebration was held after the Alchoholic Beverage Control Board granted our beer and wine license. . .Manager **Dave Zitney,** and his wife, Denise, just had their second child, a boy named Adam William, who's already a PTT fan, having attended the Grand Opening at Fullerton. . . We've been averaging a tour a day for the past two months, which keeps everybody on their toes. . .Assistant **Joe Fisher** surprised us with the announcement he'd gotten married over the weekend. No chance for a honeymoon because he had to train kitchen staff for Fullerton and La Habra. Joe will be part of the La Habra staff after it opens.

That's Kooser's *Lisa Gonsalves* waiting to take orders. Photographer was *Mark Hanson*, who got his experience during the recent Photo Promotion taking pictures with the Polaroid of Chuck E. and guests.

Fullerton

Our second week set a weekly sales record for new stores during their first month of operation. . . Two hundred pre-schoolers and 300 Little Leaguers from Fullerton were just two groups that helped us celebrate our Grand Open ing. . .We have twins working for us—**Teresa** and **Paul Scruggs.**

Florin Mall

Chuck E. danced for 2½ hours at a Disco • Dance Marathon to benefit United Cerebral Palsy. The event raised $2,900 for that worthy cause. His visit boosted sagging spirits of the exhausted dancers, who'd been at it for 16 hours when Chuck E. arrived on the scene. . . Manager **Scott Nelson** reports to "The Times" that employees conducting a ten-minute search in the store and those adjoining it after a frantic mother reported her toddler was missing. She later sheepishly found her little darling asleep at the wheel of the Kiddie Grand Prix!

New staging, new show are featured at Kooser with Pizza Time Players all on one wall on a stage.

Sparks

Owner-Manager **Gary Harwin's** wife, Cindy, drives a car with California plates reading "PIZZA TME." His Nevada plates, where you can't get as many letters, reads "PZATME.". . . Did you hear that a lady found diamond earrings in her pizza the night of our Grand Opening? She's a friend of the Harwins, who flew up from Los Angeles for the party, leaving behind her husband to celebrate their 20th anniversary alone. He had Cindy hide the sparklers in the pizza to surprise her. . .Our store was featured on Channel 2's "PM Magazine" after we were visited by Host Keith Hirshland and a camera crew.

Stockton

We're sorry to lose Manager **John Eliasen,** but happy he has a nice new store in La Habra. **Suzanne Ammirata** replaces him as Manager, the first female manager in Pizza Time's short history. Congratulations, Suzanne. (Both she and John started as Assistants last October when our store opened). . .Assistant **Larry Leeders** and his wife are the proud parents of a new baby boy. . .We gave a $1,000 Foosball game as a prize in Venetian Square's Grand Opening European Festival last month. Chuck E. drew the winning ticket, which was held by a man from Modesto.

Winchester

We have a Mother-Daughter team working now—**Arlene** and **Pam Savage.** Pam likes her job so much she convinced her mother to apply. Everybody just loves Arlene and calls her "Mom.". . . Assistant Manager **Andy Novitski** has moved from Los Angeles to South San Jose. He's a numismatist. No, that's not his religion. Means he collects coins (and tokens, too, Andy?). . .In a touch football game our team lost to Kooser, who then challenged Corporate in the First Chuck E. Bowl. Held over the holidays at Camden High School Stadium, the game lasted an unheard-of three hours and ended in a 21-21 tie. Scoring touchdowns were Kooser Assistant **Joe Scott,** Training Director **Bob Coltrane** and Construction Manager **Alan Vargo** from Corporate, who caught two touchdown passes.

WANTED: Store Reporters to send this editor news and tidbits about what's happening. Are you a born gossip? Here's your chance to put your talent to work. No pay, but some side benefits and a chance to see your name in print. Contact your Manager if you'd like to break into journalism!

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